



NCAA RULES – MEDIA AND PRIVATE INTERNET WEBSITES

MEDIA ACTIVITIES

Bylaw 12.5.3 – Media Activities

During the Playing Season. During the playing season, a student-athlete may appear on radio and television programs (e.g., coaches shows) or engage in writing projects when the student-athlete's appearance or participation is related in any way to athletics ability or prestige, provided the student-athlete does not receive any remuneration for the appearance or participation in the activity. The student-athlete shall not make any endorsement, expressed or implied, of any commercial product or service. The student-athlete may, however, receive actual and necessary expenses directly related to the appearance or participation in the activity. A student-athlete participating in media activities during the playing season may not miss class, except for class time missed in conjunction with away-from-home competition or to participate in a conference-sponsored media day.

Outside the Playing Season. Outside the playing season, a student-athlete may participate in media activities (e.g., appearance on radio, television, in films or stage productions or participation in writing projects) when such appearance or participation is related in anyway to athletics ability or prestige, provided the student-athlete is eligible academically to represent the institution and does not receive any remuneration for such appearance or participation. The student-athlete may not make any endorsement, expressed or implied, of any commercial product or service. The student-athlete may, however, receive legitimate and normal expenses directly related to such appearance or participation, provided the source of the expenses is the entity sponsoring the activity.

PROMOTIONAL ACTIVITIES

Bylaw 12.5.2 Nonpermissible – Promotional Activities, Current Enrolled Student-Athletes

Bylaw 12.5.2.1 Advertisements and Promotions Subsequent to Enrollment

Subsequent to becoming a student-athlete, an individual shall not be eligible for participation in intercollegiate athletics if the individual:

- a. Accepts any remuneration for or permits the use of his or her name or picture to advertise, recommend or promote directly the sale or use of a commercial product or service of any kind, or
- b. Receives remuneration for endorsing a commercial product or service through the individual's use of such product or service.

Bylaw 12.5.2.2 Use of a Student-Athlete's Name or Picture without Knowledge or Permission

If a student-athlete's name or picture appears on commercial items (e.g., T-shirts, sweatshirts, serving trays, playing cards, posters, photographs) or is used to promote a commercial product

sold by an individual or agency without the student-athlete's knowledge or permission, the student-athlete (or the institution acting on behalf of the student-athlete) is required to take steps to stop such an activity in order to retain his or her eligibility for intercollegiate athletics.

Interpretations:

Student Athletes' Pictures in Magazines and Newspapers

[Student-athletes promoting commercial products] Would not preclude student-athletes' names or pictures from appearing in magazines or newspapers (e.g., on covers or in articles), provided the use of the name or picture is in an informational context and is not utilized to promote a commercial product; noted further, that it is permissible for the name or picture of an enrolled student-athlete to appear in an advertisement of a magazine through a reproduction of the magazine's cover.

Name and/or Picture of Enrolled Student-Athlete Featured in a Magazine Advertisement

[Television station's usage of student-athlete's name or picture] In regard to an independent magazine (e.g., not controlled in any way by a member institution), which covers a member institution's athletics programs and utilizes enrolled student-athletes featured in the magazine in print advertisements not arranged by the magazine, the member institution or student-athlete (e.g., action photograph taken during game competition); determined this arrangement would be permissible, provided the student-athlete's name or picture is utilized in a "public domain" manner rather than as a direct personal endorsement and does not promote the publication in any other way.

NONINSTITUTIONAL PUBLICATIONS/WEB SITES

Bylaw 11.3.2.4 Noninstitutional Publications/Web Sites that Report on Athletics Program

Athletics department staff members shall not endorse (either orally or in writing) any noninstitutional publication (or website) dedicated primarily to reporting on an institution's athletics activities, and shall not write for such publications.

Bylaw 11.3.2.4.1 Educational Articles

Athletics department staff members may write educational articles related to NCAA rules and crowd control for noninstitutional publications dedicated primarily to reporting on an institution's athletics activities.

Interpretations:

Interview of Athletics Department Staff Members by Media Outlets Associated with a Recruiting Service or Publication

It is permissible for an athletics staff member to provide an interview for a noninstitutional publication or other media outlet that is associated with an entity that also includes a recruiting service or publication, provided the individual conducting the interview is not involved with the recruiting service or publication division of the entity and information from the interview is not included in any media (e.g., publication, Web page, television or radio program) that is primarily devoted to reporting on the athletics participation or evaluation of prospective student-athletes. The committee noted that in the case of a Web site, this standard is applied to each separate page within the overall site. [Note: This

interpretation clarifies a previous official interpretation (reference: 2/2/06, Item No. 1), which has been archived]. (3/23/06)

Points of Emphasis:

- It is permissible for a media outlet associated with a recruiting service or publication to interview coaches 1 on 1 per standards set in 3/26/06 interpretation, provided the interview isn't done by someone who works directly with the recruiting service portion of the business and it does not appear on a page that is dedicated primarily to recruiting.
- It is not permissible for a recruiting service, recruiting publication or recruiting website to interview coaches 1 on 1.
- This interpretation does not apply to press conferences or post game/post practice media sessions, but applies specifically to prearranged or agreed upon interviews between the coach [or athletics department staff member].
- **This interpretation does not apply to student-athletes.**

11.3.2.5 Recruiting Service Consultants

An institution's staff member may not endorse, serve as consultants or participate on advisory panels for any recruiting or scouting service involving prospects.

Coach's Endorsement of Noninstitutional Athletics Publication

If a **noninstitutional publication** dedicated to reporting primarily on the institution's athletics activities utilizes the name or picture of an athletics department staff member in an advertisement to promote the publication (e.g., coach's picture appears in the subscription advertisement) without the staff member's permission, the staff member (or the institution acting on behalf of the staff member) is required to take steps to stop such an activity (e.g., sending a cease and desist letter). (3/26/93 Staff)

Purchasing of Advertisements Involving Noninstitutional Publications

An institution may permit a noninstitutional publication that reports primarily on an institution's athletics program to purchase advertising space in an institutional publication (e.g., game program) or an institutionally-controlled media outlet (e.g., institution's coach's show or web site), provided the opportunity to purchase such advertising space is open to the general public on an equal-access basis at the established rate. Similarly, it is permissible for an institution to purchase advertising space in a noninstitutional publication that reports primarily on the institution's athletics program or a media outlet controlled by the noninstitutional publication (e.g., the noninstitutional publication's web site). (12/9/99 Official)

Web Sites Established by Individuals Independent of the Institution

1. Establishing a Web Site in and of itself does not categorize an individual as a media entity. Therefore, individuals who establish Web sites independent of the institution continue to be subject to all applicable restrictions related to contacting prospects for a recruiting purpose.
2. Recruiting information that is not available to the general public may not be posted on Web sites established by individuals independent of the institution.
3. Individuals operating independently of the institution may not contact prospects to obtain recruiting information.

Noninstitutional Publications may be Considered Boosters

A noninstitutional athletics recruiting publication (dedicated solely to reporting on a single institution's athletics program) that engages in activities related to the recruitment of prospective student-athletes may, in some instances, be considered a representative of the institution's athletics interests.

BOOSTERS AND EXTRA BENEFITS

Bylaw 13.1.2.4 Other Restrictions, Athletics Representatives (Boosters)

The following are additional restrictions that apply to athletics representatives:

- a) *Telephone Conversation.* An athletics representative of a member institution may speak to a prospective student-athlete via the telephone only if the prospect initiates the telephone conversation and the call is not for recruiting purposes. Under such circumstances, the representative must refer questions about the institution's athletics program to the athletics department staff;
- b) *Observing Prospect's Contest.* An athletics representative may view a prospect's athletics contest on his or her own initiative, subject to the understanding that the athletics representative may not contact the prospect on such occasions;
- c) *Evaluation of Prospect.* An athletics representative may not contact a prospect's coach, principal or counselor in an attempt to evaluate the prospect; and
- d) *Visiting Prospect's Institution.* An athletics representative may not visit a prospect's educational institution to pick up film/videotape or transcripts pertaining to the evaluation of the prospect's academic eligibility or athletics ability.

Bylaw 16.02.3 Extra Benefit

An extra benefit is any special arrangement by an institutional employee or a representative of the institution's athletics interests to provide a student-athlete or the student-athlete's relative or friend a benefit not expressly authorized by NCAA legislation. Receipt of a benefit by student-athletes or their relatives or friends is not a violation of NCAA legislation if it is demonstrated that the same benefit is generally available to the institution's students or their relatives or friends or to a particular segment of the student body (e.g., foreign students, minority students) determined on a basis unrelated to athletics ability.

PUBLICITY OF PROSPECTIVE STUDENT-ATHLETES

13.10.1 Presence of Media During Recruiting Contact

A member institution shall not permit a media entity to be present during any recruiting contact made by an institution's coaching staff member (including, but not limited to, sidelines, camps/clinics, hotel during official/unofficial visits, etc.).

13.10.2.1 Evaluations for Media, Recruiting Services

Athletics department staff members shall not evaluate or rate a prospect for news media, scouting services or recruiting services prior to the prospect's signed acceptance of the institution's written offer of admission as a student and/or written tender of financial assistance to be provided upon the prospect's enrollment. **Members of the athletic department staff (including coaches, current student-athletes, student assistants, etc.) are not permitted to be part of a "pipeline"**

of information for private enterprise internet websites.

MEDIA RELATIONS AND COMPLIANCE OFFICE POLICY ON RECRUITING VISITS:

Per NCAA Bylaw 13.10.1, if a media or private website entity has any type of direct or indirect contact with a prospective student-athlete during the prospective student-athlete's official or unofficial visit (including, but not limited to game day within the stadium, practice, hotel, camps/clinics, etc.) at The University of Alabama's campus, the following actions will be taken:

1st offense: Media and/or access privileges, *including practice*, will be suspended for the next scheduled home contest, sport specific.

2nd offense: Media and/or access privileges, *including practice*, will be suspended for the remainder of the season, sport specific.